

Catalyzing University Research for a Stronger Economy

National Academy of Sciences
Lecture Room
2100 C Street, NW, Washington, DC
February 24, 2010

AGENDA

- 8:30 – 9:00 am Registration / Continental Breakfast
- 9:00 – 9:10 am Welcome / Remarks by Secretary of Commerce **Gary Locke**
- 9:10 – 10:00 am Opening Discussion with Secretary Locke: Role of Universities in
Innovation, Economic Development, Job Creation, and R&D
Commercialization
*Moderated by Tom Kalil, Deputy Director, White House Office of Science
and Technology Policy*
- 10:00 – 10:10 am Break
- 10:10 – 11:20 am BREAKOUT DISCUSSIONS
- Topic #1: From the Lab to the Marketplace – Crossing the Valley of
Death
(A) Led by Lee Todd and Aneesh Chopra
(B) Led by Luis Proenza and Ginger Lew
- Topic #2: University Strategies to Support Commercialization
(A) Led by John Hennessy and David Kappos
(B) Led by Linda Katehi and Patrick Gallagher
- Topic #3: Universities and Regional Economic Development
Led by James B. Milliken and John Fernandez
- 11:20 – 11:35 am Break
- 11:35 – 12:15 pm Summary of Breakout Discussions
- 12:15 – 12:30 pm Closing Remarks by **Dr. John Holdren**, Director of the White House
Office of Science and Technology Policy
- 12:30pm Lunch

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Breakout Discussions

Session 1A: From the Lab to the Marketplace – Crossing the Valley of Death

<i>Lee Todd</i>	<i>University of Kentucky</i>
<i>Aneesh Chopra</i>	<i>White House</i>
Frank Douglas	Austen BioInnovation Institute in Akron
Tom Baruch	CMEA Capital
Duane Roth	CONNECT
Alan Taub	General Motors
Michael Cassidy	Georgia Research Alliance
Timothy Sands	Purdue University
Desh Deshpande	Sparta Group
Roy Wilson	University of Colorado Denver

Session 1B: From the Lab to the Marketplace – Crossing the Valley of Death

<i>Luis Proenza</i>	<i>University of Akron</i>
<i>Ginger Lew</i>	<i>White House</i>
James Andrew	Boston Consulting Group
Dan Watkins	DFJ Mercury
Jill Farnham	Fitzsimons Redevelopment Authority
Mark Little	General Electric
Tom Walker	i2E
Claude Canizares	Massachusetts Institute of Technology
Josh Makower	New Enterprise Associates
James Weyhenmeyer	State University of New York

Session 2A: University Strategies to Support Commercialization

<i>John Hennessy</i>	<i>Stanford University</i>
<i>David Kappos</i>	<i>U.S. Department of Commerce</i>
Molly Broad	American Council on Education
Robert Berdahl	Association of American Universities
Jean-Lou Chameau	California Institute of Technology
Lesa Mitchell	Ewing Marion Kauffman Foundation
David Korn	Harvard University
Nariman Farvardin	University of Maryland, College Park
Krisztina Holly	University of Southern California
Carl Gulbrandsen	Wisconsin Alumni Research Foundation

Session 2B: University Strategies to Support Commercialization

<i>Linda Katehi</i>	<i>University of California, Davis</i>
<i>Patrick Gallagher</i>	<i>U.S. Department of Commerce</i>
Peter McPherson	Association of Public and Land-grant Universities
Arundee Pradhan	Association of University Technology Managers
David Hirsh	Columbia University
Robert Schnabel	Indiana University
Charles Wessner	The National Academies
David Chicoine	South Dakota State University
Steven Leath	University of North Carolina
Brian Cummings	University of Utah

Session 3: Universities and Regional Economic Development

<i>James B. Milliken</i>	<i>University of Nebraska</i>
<i>John Fernandez</i>	<i>U.S. Department of Commerce</i>
RoseAnn Rosenthal	Ben Franklin Technology Partners of Southeastern Pennsylvania
Christina Gabriel	The Heinz Endowments
Barron Harvey	Howard University
Earl Richardson	Morgan State University
Dan Berglund	SSTI
Mary Good	University of Arkansas, Little Rock
William Green	University of Miami
Marvin Parnes	University of Michigan

** Discussion leaders in bold italics.*

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Background

In September 2009, President Obama released his national innovation strategy, which is designed to promote sustainable growth and the creation of quality jobs. A key part of this strategy is to increase support for fundamental research at our nation's universities, by doubling the budgets of agencies such as the National Science Foundation. The President's FY2011 budget freezes domestic discretionary spending overall, but increases funding for civilian R&D by \$3.7 billion, or nearly 6 percent.

The federal government supports university-based research for a variety of reasons. Expanding the frontiers of human knowledge is a worthy objective in its own right. Basic research that is not motivated by any particular application can have a transformative impact. As President Obama noted in his National Academy speech, "It was basic research in the photoelectric field that would one day lead to solar panels. It was basic research in physics that would eventually produce the CAT scan. The calculations of today's GPS satellites are based on the equations that Einstein put to paper more than a century ago."

However, the Administration is interested in working with all stakeholders (including universities, companies, entrepreneurs, investors, and non-profits) to identify ways in which we can increase the economic impact of our nation's investment in R&D, particularly at our nation's universities. How can we increase the extent to which our investments lead to economic growth and job creation? How can federally funded research lead to new products or businesses in clean energy and smart grid technologies? What steps do all stakeholders need to take to strengthen America's "innovation ecosystem"?

Topics for Breakout Discussions

1. From the Lab to the Marketplace – Crossing the Valley of Death

- How can the Administration, universities, and the private sector work together to foster more "proof of concept" centers, such as MIT's Deshpande Center and UC-San Diego's von Liebig Center, that accelerate commercialization of innovations into the marketplace?
- What are some other ways to fund commercialization activities for emerging technologies that stem from university research? What can the federal government do to enhance commercialization activities?

2. University Strategies to Support Commercialization

- What are the key elements of a successful university-wide strategy for technology commercialization?
- How can the transaction costs associated with licensing and university-industry collaborations be reduced?
- How should we measure the success of a university's commercialization efforts? What are the right success metrics for a university office of technology transfer?
- For purposes of achieving commercialization, what are the key features of a successful research arrangement with the private sector?

3. Universities and Regional Economic Development

- What steps can universities take to foster regional economic development and job creation (e.g. research related to the needs of particular clusters, participating in regional networks, making shared facilities available to local firms, addressing the need for skilled labor in particular sectors)? How can the Administration support this role?
- What are successful approaches taken by regions without significant angel and VC investment cultures to support university spinoffs? Can these successes transfer to other regions and universities?
- Technology-based economic development organizations (TBEDs), such as Ben Franklin Technology Partners in Pennsylvania, work with multiple stakeholders (universities, entrepreneurs, companies, investors, and state governments) to invest in and nurture new high-growth and innovation-driven businesses in their region. How can we enhance the partnership of universities with TBEDs? What can we do to replicate these models where they do not currently exist?

